

One Million Books Entrepreneurship Challenge

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"The young people in Africa are confronted with multiple challenges ranging from economies that grew but could not create sufficient jobs prior to the global financial and economic crisis to sluggish growth post crisis... Africa is the only region where the youth bulge will continue to grow in the foreseeable future, presenting both an opportunity to reap the demographic dividend and an imminent time bomb and threat to social cohesion as well as massive migration in search of opportunities if appropriate policies are not implemented to harness the dividend." ILO (International Labour Organisation) report - *Global Employment Trends for Youth 2020: Africa*

According to the same report, one in five youths were not in employment, education or training (NEET) in 2019 (20.7% in 2020) and this is projected to increase slightly to 20.8% in 2021. Young women are particularly affected by NEET status, with a gender gap of around 10 percentage points since 2018. The youth unemployment rate in Africa is currently 10.7%, with labour under-utilisation (LU3) rates for young people rising to 19.1%.

It is no secret that unemployment rates around the world are among the major challenges of any government, especially those in developing economies such as Ghana (7.30%), Nigeria (27.1%), other West African sub-region and African nations as a whole. Across the continent, Africa has an average unemployment rate of 20.7%.

Let's face it; there are only so many jobs a government can create to absorb these employable youths and those coming through the school system at any given time. We need to train our young people to identify the myriad of entrepreneurship opportunities that exist all around them.

The books comprising the One Million Books Entrepreneurship Challenge have been assessed and approved by the **National Council for Curriculum Assessment of the Ministry of Education** of Ghana. They do not just offer students quality information, but also provide practical examples, processes, strategies, and principles with step-by-step guides on how to start a business. More importantly, they also offer creative insights such as **"30 Ways to Identify Business Opportunities"**, which is an essential starting point, missing in most entrepreneurship initiatives.

This is an incredible opportunity for you or your organisation to be part of a bold initiative and drive to help shape the mindset of our young people and cement your commitment to the long-term economic development of the youth and nation as a whole. An entrepreneurial-minded young person can only be an asset, even as an employee.

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BOOKS

1.THE BUSINESS YOU CAN START & WORKBOOK

This book offers a step-by-step guide to starting and growing successful businesses. The combined revised edition also offers practical guidance on how to identify opportunities anywhere in the world. The challenges of the current economic downturn create great opportunities for entrepreneurs to rise to the occasion with solutions, ideas, tools and services that will help us adapt to new ways of life.

This book will:

- Help you identify opportunities the economic downturn presents to entrepreneurs, aspiring entrepreneurs and business owners;
- Provide thirty ways to identify business opportunities and gaps in the market;
- Provide examples of smart entrepreneurs who started businesses in financial crises that have grown into multi-billion-dollar corporations;
- List industries and sectors with the most potential business opportunities that can be started right now, with minimal capital;
- Teach you practical ways to test the economic viability of your business ideas;
- Outline the benefits of going into business for yourself; and
- Provide a step-by-step guide on how to start your business
- Provide a full comprehensive business plan guide and template
- Provide a start-up checklist to help you ensure all the essential elements are covered

This book will also help you uncover the rare secrets that have transformed the lives of many in the face of past crises, and affirm that periods of economic difficulty are opportune times for those willing to apply the principles to succeed. In this challenging time, there are new entrepreneurs to be birthed, new innovative ideas to be discovered, new businesses to emerge and new wealth to be created. Will you be one of those who rises to take their place in this new wave?



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3.PITCH YOUR BUSINESS LIKE A PRO

It takes more than a brilliant idea to be a successful entrepreneur. Finding funding is one of the most challenging aspects of being a business owner; it can determine the success of an entrepreneur's dream.

This book is a practical guide to navigating the different approaches a business owner can take to fund their business and building the confidence needed to find investor support. Entrepreneurs will learn what investor audiences look for in a pitch, and what skills are required to develop a winning pitch. A bonus chapter includes precise details on how to make a successful sales pitch.

Topics include:

- What is a winning master-class pitch
- Sources/types of funding
- How to prepare for the pitch
- Aiming for the perfect pitch
- What investors look for in a pitch
- What not to do when pitching
- The master-class delivery
- Effective communication style
- A compelling business plan for your pitch
- The successful sales pitch



About the Author & Project Director

Victor Kwegyir is an entrepreneur, international business consultant, coach, mentor, business inspirational speaker, author of eight published books and counting, founder and CEO of Vike Invest Consulting Ltd. (www.victorkwegyir.com), a growing International Business Consultancy firm in London, UK. He is also the founder and MD of Vike Springs Publishing Ltd. (www.vikesprings.com), a publishing house based in London.

Victor holds a master's degree in International Financial Systems, with over 25 years' experience in business, and is a sought-after speaker who inspires and equips his audience with the knowledge and practical tools to start and grow successful businesses.

Victor has been a guest on over 80 radio and TV shows across the UK, USA and Canada. He also shares daily business tips via all the major social media platforms and YouTube videos under the hashtag #BusinessBuildingBlocks. He has his own blog and contributes to other blogs and business finance and management platforms, such as LinkedIn, StartUS Europe and other websites around the world.

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A WORD FROM THE AUTHOR

As an entrepreneur, business coach/consultant and author, I believe in the ability and capacity of every human to be creative and innovative, if provided with the right tools and guidance. This informs what I do daily. I have always sought ways to challenge, inform, equip and offer practical guidance to my audience and clients at every opportunity, including in my writing.

Before writing my first book (*The Business You Can Start*), I noticed that, although there are many books written on how to start a business, hardly anyone was offering readers the critical element of how to identify business opportunities. This is a major missing piece in much of today's entrepreneurial training. The truth is, educators, like myself, teach and offer lists of existing business ideas aspiring entrepreneurs can choose from to start a business. However, that is limiting and does not lend itself to creative and innovative thinking.

It is time we put faith in our young people and their ability to create and innovate solutions that will help us solve the unique problems of today and the future, creating businesses that will help fuel economic growth, not to mention ideas that can be exported to bring much-needed income to our economies and continent.

Africa has many highly-educated youths, and the continent is awash with resources that need creative ideas to turn them into part of an income-generating value chain. One of the major missing links is the ideas needed to innovate and create viable solutions to develop our economy.

For instance, if Mark Zuckerberg (Facebook), Jack Dorsey, Evan Williams, Noah Glass & Biz Stone (Twitter), Larry Page & Sergey Brin (Google, now Alphabet), Steve Jobs & Steve Wozniak (Apple), Garrett Camp & Travis Kalanick (Uber), Brian Chesky, Joe Gebbia & Nathan Blecharczyk (AirBnB), Jeff Bezos (Amazon), Sir Richard Branson (Virgin group), Elon Musk (SpaceX & Tesla) and many such innovators had read these books and limited themselves to a suggested lists of business ideas, we may not be where we are today, with a world full of game-changing concepts and businesses providing innovative solutions in the face of new global challenges.



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Let us work together to make these resources available to all schools in Ghana, Nigeria, West Africa and the African continent, to equip our young ones with tools to be innovative and to create businesses across the region.

Cost

With the cooperation of select printing houses in the UK, we are able to make each copy available at an average of 80% discount. This brings the cost down to:

1. *The Business You Can Start & Workbook (combined into one 'revised edition' book)* - \$6 per copy
2. *Pitch Your Business Like a Pro* - \$5 per copy
3. *Beyond the Passion* - \$5 per copy

Sponsorship is available for 50, 100, 200, 500, 1000, 10,000, or 100,000 copies. Donations towards logistics are always welcome.

Sponsors Benefits

1. An incredible opportunity to give back to the community and genuinely commit to help shape the development of our youth in proactively.
2. Sponsorship of 500 copies gets your name on each of the book covers.
3. Sponsorship of 1,000 copies gets your name and business logo on each of the book covers.
4. Sponsorship of 10,000 copies gets your name and business logo on each of the book covers, plus one full page to showcase your business, products and services on the inside cover of the book.
5. Sponsorship of 100,000 copies gets a full cover of the book adapted to your business or organisation's colours, including your logo and name as a sponsor, plus one full page to showcase your business, products and services on the inside cover of the books.

****NOTE: Only child-friendly or non-vice related businesses, products and services will be showcased. ****

It is our hope that we will exceed our target of 1 million books in this round, and use the excess for the next school year. It is our commitment to continue to supply students each year with copies of the books that will aid their ongoing development.

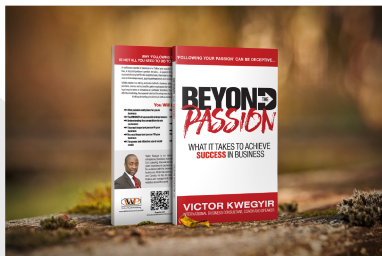
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2.BEYOND THE PASSION

In this book the reader is exposed to additional considerations that will ensure aspiring entrepreneurs, start-ups and existing business owners launch and run thriving businesses. Whilst passion is a strong motivator behind a business idea, passion alone is not enough. This practical, concise and accessible guide emphasises the importance of market research and understanding the legal requirements of limitations on particular industries, the economic feasibility of a proposed product or service, effective marketing, the required mindset for entrepreneurial success and much more. This is a must-read for anyone thinking of starting a business, as well as existing business owners driven to be successful.

Topics include:

- What passion really does for you in business
- Qualities that set apart successful entrepreneurs
- The mindset of successful entrepreneurs
- Understanding the competition to win customers
- The most important person in your business
- Essential proven strategies for business success
- Establishing good financial planning and management systems
- How to get the best deals from negotiations
- The importance of the value perspective in business success
- The poser and effective use of social media
- Why and how to delegate to achieve success in business



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Victor is the author of:

1. Opportunities in the New Economy and Beyond - Birthing Entrepreneurs in a Pandemic Economy to Create Successful Businesses and New Wealth
2. Business 365 - Daily Inspiration for Creativity, Innovation and Business Success
3. The Business You Can Start - Spotting the Greatest Opportunities in the Economic Downturn
4. The Business You Can Start - Spotting the Greatest Opportunities in the Economic Downturn - Workbook
5. Pitch Your Business Like A Pro - Mastering the Art of Winning Investor Support for Business Success
6. Beyond the Passion - What It Takes to Achieve Success in Business
7. You've Been Fired! Now What? - Seize the Opportunity, Creatively Turn it into a Successful Reality (co-author)
8. Quotable Quotes for Business: Lessons for Success (Quotes and Lessons for Life and Business)

These titles are available on Amazon, Kindle, Barnes & Noble, Apple Books, iBook store and all major bookseller platforms including, victorkwegyir.com, vikesprings.com, and bookstores near you on request.

To request Victor for one-on-one business coaching, mentoring and consultation services, speaking engagements, and interviews please email victor.k@onembookschallenge.org or admin@victorkwegyir.com.

Victor's books are available at special discounts when purchased in bulk for promotions as well as for educational or fundraising activities.

Now that you have started your journey of being a business owner and are ready to reach for greater success in your business, do not hesitate to contact me if you need help nurturing your passion.

THANK YOU!